

**Title:**

The Great Britain as destination of tourism with a view to the capital city London

**Point of thesis:**

To describe the Great Britain as destination of tourism. To evaluate the present state by the help of SWOT analysis and highlight destination's merits. To compare an offer of tours to London from czech travel agencies and to suggest new products.

**Method:**

Method of comparison for matching travel agencies's offer, descriptive analysis and SWOT analysis, which evaluates the present state of destination and expectations for expansion of tourism were used.

**Results:**

The results highlight problems of the Great Britain as destination of tourism and suggest the new products for increasing destination's visit rate.

**Key words:**

tourism, destination, marketing, SWOT analysis, comparison method, the Great Britain, London